

Getting Connected the Smart Way: Finding the Right Broadband Package for You

Executive Summary:

As technology improves, so does the definition of broadband. Because broadband is considered a general term referring to fast Internet access, the latitude as to just how fast a connection constitutes broadband is broad. The definition tends to be situation-specific.

Competition among service providers is therefore the key to increased adoption rates. Competition is the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable term. If you can view videos without their stopping and starting and can enjoy 2-way video and audio phone conversations without interruption, then you may have adequate broadband. If you can't, it's debatable whether you really have broadband service, no matter what it may be called. When neighbors share and are using your connection, via DSL, wireless, or cable and your speed slows down, these are not really full-time broadband services. (So, when Internet providers advertise "speeds up to 8 megabits," that generally means "only when no one else is sharing your access.")

Over the last 10 years, the progress of the internet has become one of the most important developments in modern day history. A high speed internet connection is now as important as any other utility such as gas and light. It is through wireless or mobile broadband that offers the individual the ability to surf the net at high speed. One of the biggest problems that many have found is that there are so many companies offering a variety of packages. To assist the US consumer, we are offering to develop an interactive website that offers real time broadband comparisons for free to consumers to help them make an informed decision. That website is www.-----.

According to published reports, "the three fastest growing telecommunications companies in the world are located outside the United States. Companies like AT&T, Verizon and Qwest in the US have fallen substantially behind their foreign counterparts when it comes to Internet infrastructure investment." Unfortunately though, the US is still lagging behind internationally when it comes to broadband access. But there are other reasons why the online world is increasingly centered outside the U.S. Economic issues and investment play a large role in the cyber-migration that is taking place. Telecommunications experts point out that US telecom firms have not properly invested in online infrastructure, as compared to companies in other countries.

In fact, experts say that Internet usage in the United States has just about peaked, with nearly 72% of the population online. This amounts to about 240 million Internet users in the United States and Canada. However, when it comes to so-called "very high speed" broadband — connections of 10 MB per second or greater — the US is also trailing behind the Europeans. Some studies shows that, while there are high-tech urban areas in the US that feature almost ubiquitous access to broadband Internet — the vast majority of American states still have a long way to go.

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Our project is designed to start November 1, 2009 and will run for three years to October 2012 with the assistance of BTOP funding. Our website will help potential broadband consumers to find the best broadband deal by looking at the services available in their area. You just have to put in your postcode and any preferences you might have such as a free wireless router, or high speed connection and the site will find the best value deal for you. The site will also takes into account phone packages too, this is because you might be able to save more money if you change your phone service to the same people who provide the broadband connection. This informative and useful website reviews and compares a variety of broadband packages, including wireless broadband as well as being able to locate the best value mobile broadband packages. A mobile connection comes from a small USB 'dongle' that you plug into your Laptop which provides access to the internet wherever you are, outside, inside or even on a train.

Other considerations that need to be taken into account are how fast a connection one will need. Generally, if an individual will only have one computer using the connection, a 1mb-2mb connection would suffice. However if it's being shared by a whole family, with separate computers you will need a faster connection, probably about 8mb. The broadband packages compared on this website will incorporate all the major players in the broadband market. The comparisons are simple to use and provide extensive details of the available packages. A plethora of information and advice will be available on the website and it will ensure its visitors are fully informed. So if an individual is thinking about getting a broadband connection, we can help them make the best informed decision by comparing broadband packages with experts from our company expert first, to save them time and money.

Our elite team of engineers and analysts will offer the public a unique blend of continuously-collected global Internet data and versatile algorithms to deliver customized analyses to potential customer nationwide regardless of income and educational levels. We'll develop this site and track broadband providers to direct our project from start to finish of this program. And we'll focus as widely or narrowly (or both) as needed to provide you with thorough, conclusive results. Our experts will also analyze data that is up-to-the-minute, and historical, too.

We will use core technology in our development and interactive website such as

partners; employ trends that are calculated over various time spans: days, months and

This historical perspective can provide insights that may not be apparent with just day-to-day observation. We will use

comprehensive internal

It can be
her
application and

Our website will set up an interactive site that will survey the needs of the consumer. We have the ability to access and provide the following information and the various packages offered by carriers. We offer the consumer information on broadband providers who claim to provide the ability to get online wherever and whenever you like providing there is mobile phone coverage in the area; the ability to access the Internet via broadband whilst on the move; the availability of competitively priced mobile broadband package and the ability to access the Internet even if you do not have or do not want a landline. We will explain some of the disadvantages with mobile broadband technology which include the restrictive download limits imposed by providers due to the cost of transferring data across 3G networks; lack of packages that offer unlimited broadband access and the no guarantee of connection, as some areas may have no mobile phone coverage or very weak signals.

Our firm will track the vast numbers of offers by the telecommunication companies for a vast range of services for businesses and private consumers, and this includes ADSL, dial up access, wireless, and 3G broadband accesses. Further, we will set up a blog for consumer to make public any problems they encounter with their carrier and will also provide information to potential site visitors about the complaint process with the Federal Communication Commission (FCC). Our professional team will also provide regular legislative updates and information on any new and pending FCC rules and regulations on broadband.

Affordability for customers will be a key issue. At the heart of the value proposition for them will be the savings generated by use of a tracking mechanism through which e-consumer services such as new providers entering the market as a result of BTOP grant-making authority make available broadband services. The website will essentially serve as a tool for citizen watchdog groups to monitor services to the underserved in rural communities and for potential broadband customers to get educated on what the market has to offer.

For Sustainable Adoption projects - the estimated number of potential broadband subscribers our project will reach through the interactive website, we plan to reach out to at least 500,000 consumers. We hope to get 1000 new home subscribers (household accounts); 500 new business and/or institutional subscribers to broadband generated through the use of BTOP funds over the entire life of the program funded. We also plan to get 1000 users of broadband in public computer centers or users of broadband outside the home (e.g., in a community college); provide training or education to 5000 for at least 1 hour through videos and webinars and reaching out to at least 100,000 people in an awareness campaign generated through the use of BTOP funds

We will employ the most highly qualified engineers, experts on broadband, a law firm if necessary to establish legal policies, keep us abreast to changes in the laws and individuals to work in our virtual call center.

This is a three years project. See budget information in the Budget narrative and SF424A.